

ABSTRACT OF THE DISCLOSURE

Over-the-road concrete mixer motor trucks with rotatable concrete mixer drums have indicia placed on the drums comprising advertisements of a product or service, and which may be readable from opposite sides of the motor truck
5 as it traverses a roadway. In alternate embodiments, indicia on the rotatable mixer drum is placed in a helical or spiral fashion or simulates the appearance of an article other than the drum itself.

DALLAS 1062101v1

1062101v1